

## Hodel's (2-min)

### Video Script

- This is a family business. We have four generations that have been working here now. The biggest challenge that we are facing is cost. Gas, electricity, lighting, refrigeration, those are all points in which we need to look for different ways to save. In the process of getting our utility bill under control, our PG&E rep came to me, and we sat down and began to explore different ways that we might be able to save.
- Hodel's was a great candidate for our partnership. They have a large facility with extensive lighting, and a lot of refrigeration. So we found a lot of opportunities for savings for this customer.
- Staples Energy is a direct install program, in partnership with PG&E. Once we did the energy assessment, we entered all the data into the database, and their return on investment was less than a year, so it was a really great opportunity for them. We did a number of upgrades. We did the interior lighting, and we also did the refrigeration in the walk-in's.
- PG&E offered rebates. Many of the items that we had were discounted at a great rate.
- The rebates that they were able to take advantage of through our program reduced their out of pocket cost for this project. I think this upgrade's gonna benefit Hodel's greatly. Not only is the environment more bright and modern looking, but also there's safety benefits as well.
- Since we've upgraded, our customers have noticed. It's just a brighter, more cheery environment. Now working with Staples and with PG&E, the whole project went a lot smoother than we thought.
- As a rep for PG&E, as well as a member of the community here in Bakersfield, I really enjoy the job I get to do, helping businesses thrive.
- When we work with the small businesses in our community, it feels awesome. They're saving energy, and we're all working as a team with PG&E to make it happen.
- Already we've seen substantial savings on our utility bill. We'll be able to reinvest that into our company, and then make the guest experience that much more special.